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1948

OUR **B** (Double Red) BRAND

Is the SYMBOL of color. We lead again! No other firm in America has adopted a BRAND to their varieties, knowing the COLOR INSTABILITY of their LOW CLASS, CHEAP PIECE-ROOT trees do not run 100% true to COLOR. We have, for your protection, adopted the • brand. Before a variety can classify, it must pass a field test. You are assured that the GOLDEN EAGLE NURSERY • BRANDS ARE THE HIGHEST STABILIZED COLOR STRAINS OBTAINABLE.

DOUBLE RED JONATHAN—The all-over-red apple. Full color before it is fully ripe. Holds its color longer in cold storage.

DOUBLE RED DELICIOUS—A full-red apple that has a field of its own; very fine flavored.

DOUBLE RED WILLOW TWIG—One of the best producers of extra large crops, and far the best storage apple for late keeping known.

DOUBLE RED WEALTHY—This well-known apple is one of the better cooking and sauce fruits.

DOUBLE RED STAYMAN—Flesh tinged with yellow; firm; juicy; rich; rather sub-acid; pleasing flavor. A good long-keeper.

DOUBLE RED WINE SAP—An old-time variety that pleases all who taste its rich wine-flavored crisp flesh; late keeper.

DOUBLE RED ROME BEAUTY—Good size, uniform, roundish; stands handling remarkably well. We consider double red Rome Beauty well worth planting because of its striking color.

DOUBLE RED NORTHERN SPY—The tree is very hardy under extreme cold. It is universally recognized as the apple with a "tickle-the-palate flavor."

DOUBLE RED RED BIRD—Very early. Large and very attractive. One of the best early varieties; should be in your collection. Well thought of as a table dessert apple.



DOUBLE RED DUCHESS—Improved new strain; rich, juicy, and sub-acid. One of the better sauce apples in its season.

DOUBLE RED McINTOSH—Very hardy trees; bears young; fruit bright red, and is very attractive.

DOUBLE RED YORK—Improved new, with additional red color; a standard variety; bears young; flesh firm, crisp, juicy, mild, sub-acid; somewhat aromatic.

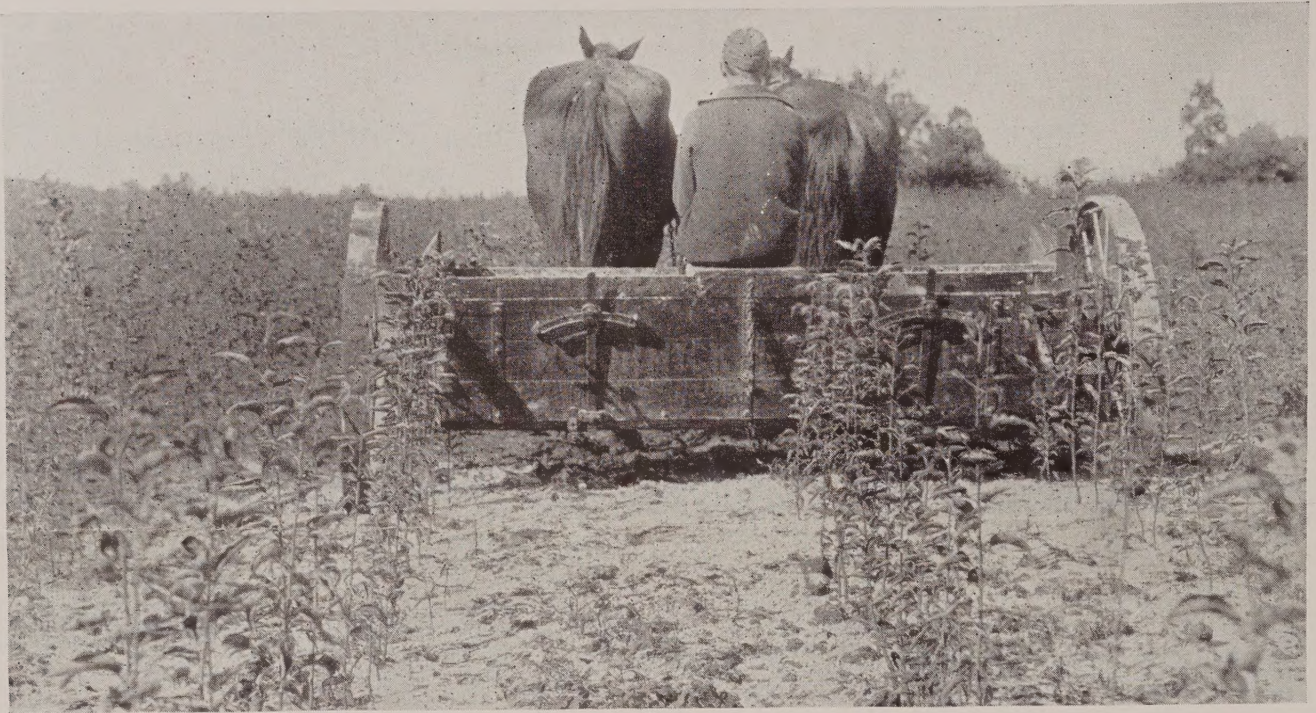
DOUBLE RED CHAMPION—A very early bearing and productive variety; fruit bright red with white flesh.

DOUBLE RED RED HAVEN—New. Early yellow freestone; a real quality peach.

DOUBLE RED MOODY—Crab. New; very attractive and most valuable crab ever introduced. Splendid for eating, cooking, canning, preserving and jelly.

DOUBLE RED RED BIRD—Prominent market peach; very productive and hardy.

DOUBLE RED GIANT—The largest peach on earth. Fourteen days later than Elberta. A perfect freestone; deep yellow flesh.



LIMING

Tons of limestone are spread to keep the ground sweet, feed and build up the young growth with sufficient lime. Trees that have their systems chock-full of nature's food and Whole-Root Process root systems are certain to give satisfactory returns.



FIELD OF FIVE-MONTH APPLE BUDS, RESULT OF PROPERLY NOURISHED WHOLE-ROOT PROCESS, SUPER-BEARING STRAIN TREES, as far as the eye can carry. Clean cultivation—not a weed—abundance of thoroughly sprayed, healthy foliage.

NURSERY STOCK AND NUTRIENT DEFICIENCIES

Nursery trees store up reserve nutrients somewhat in proportion to their opportunity to obtain them. If a nursery soil is low in available calcium, or some other nutrient, the nursery trees grown upon it will be relatively low in that element. As a result, they may also be low in carbohydrates and proteins. Nursery stock low in such reserves is handicapped at the very start, and particularly so if planted upon soil deficient in the same nutrients as the soil in the nursery from which they were transplanted. (Illinois State Horticulture Society, News Letter No. 4, June, 1939.)

All lands employed in the propagation of the Golden Eagle Nursery Whole-Root Process trees are subjected to a most rigid and thorough scientific deficiency test. Soils found lacking the necessary elements are supplied with scientifically-balanced ingredients that go into the production of high grade, properly nourished trees and plants. Under-nourished or improperly nourished trees and shrubs are a source of sorrowful disappointments.

Right nutrients add life to trees and years to their life.

It is not our purpose to change nature, but to aid nature produce the highest type of trees and fruit.

WHOLE-ROOT PROCESS—(First from the left.) Note the WHOLE-ROOT SYSTEM and the perfect fitting and our new electrically antiseptic-treated wrapping (precluding water from entering the splice and thereby preventing decay), essential to productive and long-lived trees.

PIECE-ROOT PROCESS—(Second from the left.) SIX grafts made from ONE root, producing trees of one-sixth the vitality retained in the WHOLE-ROOT PROCESS. Also note the wrapping practiced in making the inferior piece-root grafts.

ILL-MADE GRAFTS—(Third and fourth from the left.) By inexperienced workmen. Note the misfits; small scions used on large roots, and rough workmanship; never a union of long duration. Results are weaklings, short lived, and nonproductive.

PERFECT-FITTING GRAFT—(Last on the right.) Hand grafted by expert workmen at the proper point where the wood and root cells blend into each other forming a perfect union (visible only on close examination). Trees that grow strong and last long under the strain of heavy production at an early age.



SUPER-BEARING, WHOLE-ROOT PROCESS TREES, ONE ROOT-ONE TREE. SUCCESS.
SHY-BEARING, INFERIOR PIECE-ROOT TREES, ONE ROOT-SIX TREES. FAILURE.

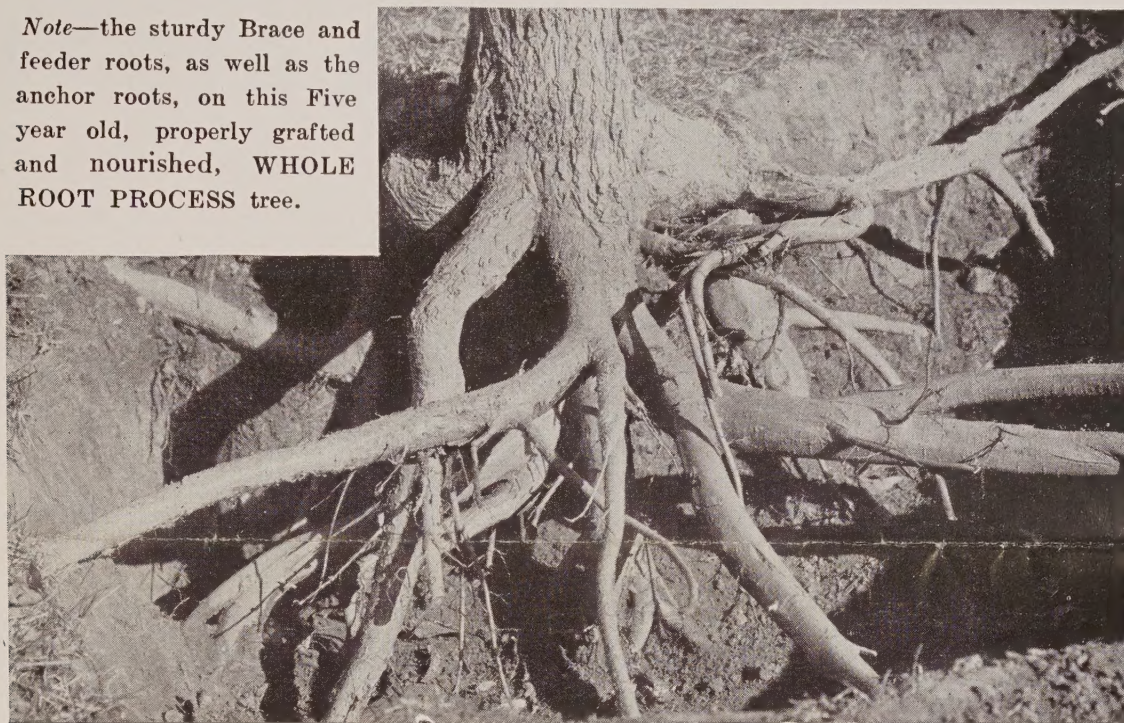
The above two lines, eleven words and fifty-four letters each, tell the whole story. There is no other way to express the difference more forcefully between the two systems, and still the two lines look very much alike; same number of words and letters. Just so in QUALITY trees and the inferior kind; they look very similar, but when the day of test arrives (bearing age), there is no comparison. You will discover to your sorrowful and financial disappointment that the INFERIOR PIECE ROOT, ONE ROOT-SIX TREES are going out, instead of coming into bearing as the WHOLE-ROOT PROCESS, ONE ROOT-ONE TREE trees are annually producing quantity and quality fruit. There is nothing more expensive than a cheap piece-root tree. Plant the best and get off the cheapest.

In the selection of Nursery Stock, exercise the utmost precaution in choosing the best. What is the real worth of a fruit tree—the price paid for it, or what it will produce? It is the results that fix the true value, not the price. GOLDEN EAGLE NURSERY NEVER SACRIFICES QUALITY in favor of lower prices. QUALITY HAS NO SUBSTITUTE.

**GOLDEN EAGLE NURSERY—OLDEST WHOLE-ROOT PROCESS, SUPER-BEARING STRAIN
FRUIT TREE AND PLANT NURSERY IN AMERICA**

GOLDEN EAGLE NURSERY SUPER-BEARING STRAIN, WHOLE-ROOT PROCESS trees now being sold are the TENTH selection from high-type parent stock.

Note—the sturdy Brace and feeder roots, as well as the anchor roots, on this Five year old, properly grafted and nourished, **WHOLE ROOT PROCESS** tree.



Same—Five year old tree cut down and half of the stump removed and, placed on top of the tree. Note—the Cells and Sturdy Anchor root system, also Heart of the tree reaching well down into the root system.

WHY GOLDEN EAGLE NURSERY LEADS THE WORLD

It never was a secret with the GOLDEN EAGLE NURSERY as to the correct point of uniting the scion to the **WHOLE ROOT**. The construction of the grafting wood cells are for over-ground and the root cells are for underground service. When short lower sections of the root are employed (as in the low class, cheap, piece-root grafts) the unions are weak, growth retarded; life and productiveness is also reduced accordingly. GOLDEN EAGLE NURSERY never was forced to change from the inferior cheap piece-root to the **WHOLE-ROOT PROCESS**. GOLDEN EAGLE NURSERY was founded in 1875 and introduced for the first time the **WHOLE-ROOT PROCESS** system, and remains to this day the outstanding leader of the **WHOLE-ROOT PROCESS**, **SUPER-BEARING STRAIN** tree producers. No other firm has been in position to make this unreserved claim, nor has our claim been challenged.

Our's is not a cheap drawing of the cartoonists conception of the **WHOLE ROOT PROCESS**, but an actual X-Ray reproduction, taken by specially constructed high powered lens, to bring out the Wood and Root Cells. (See illustration) An expensive procedure, but, Mother Natures, indisputable inner **FACTS** are fully and truly illustrated.

DELICIOUS VARIETIES

Do not be confused regarding the DELICIOUS VARIETIES. There are THREE DISTINCT VARIETIES, namely, the original "DELICIOUS" (or Red Delicious), GOLDEN DELICIOUS (or Yellow Delicious), and the DOUBLE RED DELICIOUS.

GOLDEN EAGLE NURSERY GROWS ALL OF THEM AND SELLS AT REASONABLE PRICES. GOLDEN EAGLE NURSERY is not under contract, implied or otherwise. Always independent, we are at liberty to propagate and market any variety. We do not operate under Cover, Scheme, Device, Racket, Patent, or TRADE-MARK FRAUD.

We know our Nursery Stock and our descriptions will justify your confidence. We have no hesitancy in soliciting you to make your own comparisons.

GOLDEN EAGLE NURSERY WHOLE-ROOT PROCESS SUPER-BEARING STRAIN trees are priced to sell. They have been planted since 1875. Their productiveness and superior qualities are not confined to a few isolated catch places; they have proven their UN-SHAKABLE REPUTATION wherever planted.

TRADE-MARK CASES

Decisions rendered in the following cases in favor of all defendants:

In the case of Hoyt vs. Lovett, 71 Federal Report 173, August 20, 1901. Green Mountain grapevine case, it was held: "A natural product is not a subject of a Trade Mark."

In the case of Stark Bros. Nursery and O. Co. vs. Schulze Bros. Nursery Co. (GOLDEN EAGLE NURSERY), September 29, 1903, decision rendered, October 8, 1906, in favor of Schulze Bros. Nursery Co. (GOLDEN EAGLE NURSERY), Book 7, Page 390, in Circuit Court of the county of Calhoun in the State of Illinois.

Also in a recent 1936 decision of the U. S. District Court of Eastern Ohio, decision was rendered in favor of the defendant.



COMIN' THRO' THE RYE

Tractor plowing down large fields of six-foot green rye, June 1st. (Note—higher than tractor.) Fields are promptly harrowed down and re-seeded to cowpeas, which are also turned under green—just before frost. Green vegetation is nature's fertilization.

EXSCRIPT

FROM

SUCCESSFUL ORCHARDS

BY R. T. MEISTER
Field Editor, American Fruit Grower

No matter how favorable the site, how good the soil, nor how thorough the preparations may be, all hopes for a successful orchard may be spoiled by bad selection of trees.

In this connection it should be pointed out that the original price of the tree is of secondary importance compared with securing one that is satisfactory. One should look with suspicion upon "bargains". Surpluses may be disposed of at bargain prices, but, if such trees have been winter injured, dug before mature, heated in transit dried out in storage, or infested with insects or diseases, they are too expensive at any price.

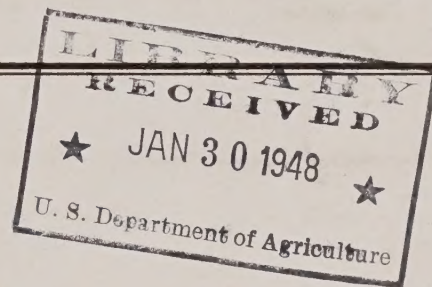
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Golden Eagle Nursery

Golden Eagle, Illinois

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